



Cornell University  
Cooperative Extension  
NWN Y Dairy, Livestock & Field Crops Team

NWN Y Team  
420 East Main Street  
Batavia, New York 14020-2599  
Phone: 585.343.3040 x138  
Email: cfw6@cornell.edu

## Calf & Heifer Congress 2017 – “Rising Above the Challenges” *Company Support Opportunities*

### Contribution Level Types

#### ***NEW THIS YEAR...***

**Breakfast Sponsorship** – On Thursday, December 7, a hot buffet breakfast has been scheduled into the Calf & Heifer Congress program. We are welcoming sponsorship from companies interested in supporting this conference’s mission to provide industry leading research & information to dairy industry professionals, producers and college staff. Your company would have the opportunity to select a topic complimentary to the conference mission to be presented by a speaker of your choice. Presentations should be academic in nature, but appropriate for dairy owners and managers. Endorsement of specific products should be avoided. Breakfast will start at 6:30 a.m. Presentations must be concluded by 7:45 a.m. Conference presentations will begin by 8:15 a.m.

For further guidelines, sponsorship cost & deadlines, please contact: Cathy Wallace at: 585-343-3040 x138 or [cfw6@cornell.edu](mailto:cfw6@cornell.edu)

#### **SPEAKER LEVEL INCLUDES:**

- Exhibit space\*
- 3 complimentary conference registrations (the exhibit manager must register)
- Recognition by company logo on conference proceedings
- Recognition by company logo on signage at conference\*
- Recognition by company logo in PowerPoint at conference\*
- Full-page ad in conference proceedings ^
- Opportunity to introduce supporting speaker
- Only 2 speaker support opportunities are available. Speakers will be awarded on a first come, first served basis.

#### **GOLD LEVEL INCLUDES:**

- Exhibit space\*
- 2 complimentary conference registrations (the exhibit manager must register)
- Recognition by company name on conference proceedings
- Recognition by company name on signage at conference
- Recognition by company logo in PowerPoint at conference\*
- Half - page ad in conference proceedings ^

#### **SILVER LEVEL INCLUDES:**

- Exhibit space
- 1 complimentary conference registrations (the exhibit manager must register)
- Recognition by company name on conference proceedings
- Recognition by company name on signage at conference
- Recognition by company logo in PowerPoint at conference\*

<b>Level Benefits</b>	<b>Speaker Level</b> <b>\$3,000</b>		<b>Gold Level</b> <b>\$1,500</b>		<b>Silver Level</b> <b>\$750</b>
Exhibit space*	✓		✓		✓
Complimentary conference registration(s)	3		2		1
Recognition on proceedings and website	Logo		Name		Name
Recognition on signage at conference	Logo		Name		Name
Recognition in PowerPoint at conference <sup>^</sup>	Logo		Logo		Logo
Full-page ad in conference proceedings	✓				
Half page add in conference proceedings			✓		
Opportunity to introduce supporting speaker	✓				

- ♣ Exhibit space dimensions are approximately 10' wide by 6' deep and include a draped 6' table, 2 chairs, and standard electric (upon request)
  - Exhibit area will be in close proximity to general session and break area to maximize interactions with conference attendees.
  - Exhibits may be set up after 8:00 a.m. on Wednesday, December 6.
  - ***Exhibit space does not automatically register an individual for the conference and meals. Personnel managing the exhibit must register for the conference separately (may use complimentary registration if applicable to support level).***
- \* High resolution (200DPI or higher) company logo should be emailed in .jpg or .eps format to [cfw6@cornell.edu](mailto:cfw6@cornell.edu) no later than **October 2**. *If products are mentioned, logo should also clearly illustrate company name.*
- ^ Full-page ad and Half-page ad will be printed in color on 8-1/2" x 11" paper. Print-ready ad should be designed with 1" margins and emailed in high quality PDF format to [cfw6@cornell.edu](mailto:cfw6@cornell.edu) no later than **October 16**.
- Conference proceedings are distributed to all conference attendees and any others who purchase after the event online.

***For more information or questions regarding industry support benefits, please contact Cathy Wallace, Conference Coordinator (585) 343-3040 x138 [cfw6@cornell.edu](mailto:cfw6@cornell.edu)***